Pymoli Conclusions:

1: From a marketing standpoint ages 20 -24 are the bread and butter of your sales. They also make up the largest percent of your market. It would be good to focus on them as a demographic to drive engagement with new content.

2: Another major demographic to consider is gender as males make up 84.03% of your total players. Another thing to consider when generating new content. How will the male demographic respond to game play changes and new content.

3: Your top purchased items are Final Critic and Oathbreaker, Last Hope of the Breaking Storm. It would be a good idea to base new products on the elements of those items as they are the most sought out by your player community.